



Diana Apartments

1804 BASEBALL LOOP DIANA, TEXAS 75640

OFFERING MEMORANDUM



ADVISOR CONTACTS:

Elliott Barzilli

Multifamily Advisory Group

+1 817 879-5039

elliott.barzilli@cushwake.com

Offering Memorandum Disclaimer

Cushman & Wakefield. All rights reserved. The information contained in this communication is strictly confidential. This information has been obtained from sources believed to be reliable but has not been verified. No warranty or representation, express or implied, is made as to the condition of the property (or properties) referenced herein or as to the accuracy or completeness of the information contained herein, and same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by the property owner(s). Any projections, opinions or estimates are subject to uncertainty and do not signify current or future property performance.





01

Executive Summary

Executive Summary

Property Overview

ADDRESS	1804 Baseball Loop Diana, Texas 75640
SUBMARKET	Longview, Texas
LOT SIZE	1.38 Acres
NUMBER OF UNITS	20 Units
YEAR BUILT	1975
STORIES	2
IN-PLACE % LEASED	95%
RENTABLE SQUARE FEET	15,520

Cushman & Wakefield is pleased to present Diana Apartments, a 20-unit garden-style community in Diana, Texas. The property consists primarily of two-bedroom, one-bathroom units averaging approximately ± 750 square feet, with select units featuring washer/dryer connections. This value-add offering presents the opportunity to drive rental growth through interior renovations and amenity enhancements.

Diana is an Upshur County community located 15 miles north of Longview in East Texas. The trade area is home to approximately 6,100 residents with a median household income of approximately \$81,000, while households aged 25 to 44 — the prime renter cohort — earn a median of approximately \$118,000, well above state and national benchmarks. Residents benefit from the highly regarded Diana ISD and proximity to Longview's employment base, anchored by healthcare, energy, and manufacturing employers.

- **Value-Add Upside** — Drive rents through interior renovations and amenity enhancements
- **Affluent Renter Pool** — Prime renter cohort (ages 25–44) earns a median income of $\pm \$118K$
- **Strong School District** — Served by the highly regarded Diana ISD
- **Longview Proximity** — 15 miles from Longview's healthcare, energy, and manufacturing employers









02

Financial Overview

Financial Overview

ANNUAL CASH FLOW

	Current	Year 1	Notes	Per Unit	Per SF
INCOME					
Gross Potential Rent	187,920	187,920		9,396	12.70
Physical Vacancy	12.0% (22,560)	7.5% (14,094)	1	(705)	(0.95)
Gross Current Rent	165,360	173,826		8,691	11.75
Effective Gross Income	\$165,360	\$173,826		\$8,691	\$11.75
EXPENSES					
Real Estate Taxes	16,000	16,000		800	1.08
Insurance	14,000	14,000		700	0.95
Utilities – Electric	782	805		40	0.05
Utilities – Water & Sewer	12,194	9,577		479	0.65
Trash Removal	11,261	11,744		587	0.79
Repairs & Maintenance	15,000	15,000	2	750	1.01
Landscaping	4,550	5,133		257	0.35
Management Fee	8% 13,229	8% 13,906	3	695	0.94
Total Expenses	\$87,016	\$86,165		\$4,308	\$5.82
<i>Expenses as % of EGI</i>	52.6%	49.6%			
Net Operating Income	\$78,344	\$87,661		\$4,383	\$5.92

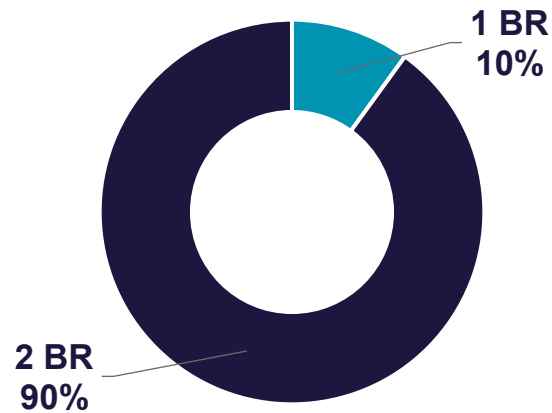
(1) Physical vacancy assumed at 12.0% (current) and 7.5% (Year 1 stabilized).

(2) Repairs and maintenance assumed at market rate for \$15,000 per year.

(3) Management fee equal to 8.0% of effective gross income.

Financial Overview

RENT ROLL



UNIT MIX

Unit Type	# Units	Avg SF	Total SF
1Bd / 1Bth	2	650	1,300
2Bd / 1Bth	18	750	13,500
Totals / Avg	20	740	14,800

LEASE RENT

Avg Rent	\$/SF	Monthly	Annual
\$658	\$1.01	\$1,315	\$15,780
\$693	\$0.92	\$12,465	\$149,580
\$689	\$0.93	\$13,780	\$165,360

MARKET RENT

Avg Rent	\$/SF	Monthly	Annual
\$675	\$1.04	\$1,350	\$16,200
\$795	\$1.06	\$14,310	\$171,720
\$783	\$1.06	\$15,660	\$187,920



03

Market Overview

Market Overview

Diana is an Upshur County community located approximately 15 miles north of Longview within the Longview metropolitan area of East Texas. The trade area is home to approximately 6,100 residents with strong income fundamentals: a median household income of approximately \$81,000 and an average household income exceeding \$101,000, with households headed by residents aged 25 to 44 — the prime renter cohort — earning a median income of approximately \$118,000, well above state and national benchmarks. The community is anchored by the highly regarded Diana ISD, a consistent driver of household formation in the trade area.

The property benefits from its position within the Longview MSA, a four-county region encompassing Gregg, Harrison, Rusk, and Upshur counties that has evolved from a traditional oil and gas hub into a diversified center for manufacturing, logistics, and advanced technology. The regional employment base totals approximately 123,000 nonfarm jobs as of late 2025, anchored by major employers including Eastman Chemical, Komatsu, Trinity Rail, and Dana Corporation, along with CHRISTUS Good Shepherd Medical Center, the region's largest healthcare employer. Recent economic momentum includes Gap Inc.'s 850,000-square-foot distribution and fulfillment center in Longview, a \$140 million investment that has created over 500 full-time jobs with plans to scale beyond 1,000 by 2026. Interstate 20 and East Texas Regional Airport provide regional connectivity, while Kilgore College and LeTourneau University contribute to a strong local talent pool.





ADVISOR CONTACTS:

Elliott Barzilli

Multifamily Advisory Group

+1 817 879 5039

elliott.barzilli@cushwake.com



**CUSHMAN &
WAKEFIELD**